

## **Mohit Raina**

**Contact: +91-8800477552 (M), ~ E-Mail: mohitraina11@gmail.com**

### **Professional Overview**

Over 8.8 years of experience in the area of Business development and client servicing in Digital Advertising and Client servicing. I have seen massive changes in digital world and I always try to learn and adapt with emerging industry trends as much as possible. I always aim to provide cost effective and reasonable marketing solutions as per the client's requirements.

Proficient in managing sales operations, building business relationships with clients & achieve their desired goals. Keen in developing results oriented plans to augment business and developing new markets for business growth.

Proficient in grasping new technical concepts and utilize them in an effective manner.

Effective communication and relationship management has been a key in my career growth.

### **Area of Expertise**

#### **Business Development**

- ✓ Analyze business potential, conceptualize & execute strategies to drive sales, augment turnover and achieve desired targets.
- ✓ Defining and implementing profit-oriented sales and marketing strategies for selling business solutions to B2B, B2C and Ecommerce businesses.
- ✓ Monitor competitor activities and devise effective counter measures.
- ✓ Identify, qualify and pursue business opportunities and mapping as per targeted plans as well as through lead generation.
- ✓ Contributing actively to product improvements through customer feedback and proactively anticipating market needs.

#### **New Market Development**

- ✓ Identify new market segments and tap profitable business opportunities.
- ✓ Evolve market segmentation & penetration strategies to achieve product wise targets.

#### **Key Account Management**

- ✓ Interface with Individuals/key influencers for ascertaining requirements, preparing presentations and deliver need based product solutions.
- ✓ Ensure speedy resolution of queries & grievances to maximize client satisfaction levels.
- ✓ Maintain excellent relations with clients to generate avenues for further business.
- ✓ Strategic sourcing of avenues to bridge the gap between the advertiser and his targeted audience, by creating opportunities for them to communicate via customized special features.
- ✓ Ensuring client servicing to the clients as per the guidelines of key account management. Servicing, upgrading and monitoring Key and High value accounts.

#### **Client Relationship Management**

- ✓ Ensure continuous interaction with the customer to make sure that areas of concerns can be worked upon for improved service levels.
- ✓ Provide excellent customer experience in order to maintain client's trust in the brand, program growth and new product introductions.
- ✓ Monitor client relationship and program performance to meet and exceed client goals.

## Work Credentials

**Total Work Experience: 9 Years Plus**

**Mify Solutions Pvt. Ltd. (A Digital Marketing Agency): March 2021- Till Date.**

**Location: Noida, India.**

**Role: Sr. Business Development Manager**

**Job Responsibilities:**

- ✓ Currently managing advertising for multiple brands that are expanding their business in India such as Infinix Mobiles, Naytr, Bigleep, Move2Inbox, Junglee Rummy etc.
- ✓ Strategizing and managing their average monthly advertising budget close to 2.5 Cr across multiple channels such as Google Ads, Facebook, YouTube, Bing Ads, LinkedIn, DSP, News portals publishers, comparison websites, influencers, broadcasters, Social App ad space etc.
- ✓ Involved in media buying with multiple publishers and broadcasters which have in house ad inventory and real time bidding through DSP.
- ✓ Track performance report and analyze PPC Ad campaigns from multiple channels like Google analytics, Facebook and Bing.
- ✓ Manage ad copy content, Ad delivery, optimize targeting and bidding on converting campaigns.
- ✓ Involved in business development activities to generate \$3K-\$4K per month from new customer's signup for paid Ad services on Google, Facebook, Bing, LinkedIn etc.
- ✓ Analyze publisher's properties, audience reach, regional targeting etc. and negotiate on pricing, advertising model such as CPM, CPC, CPV, CPL, RB, CPD etc to bring cost and performance effective plan for the clients.
- ✓ Gather data from multiple channels and create conversion based monthly performance reports.
- ✓ Pitch and present digital marketing and IT based solutions to new leads from US, UK and Middle East region.
- ✓ Involves In Business Development of IT based solutions involves website and Mobile App projects.

**Wildnet Technologies Pvt. Ltd. (A Digital Marketing Agency): May 2017 – Feb 2021 (3 year 10 Months)**

**Location: Noida, India.**

**Role: Business Development Manager.**

**Job Responsibilities:**

- ✓ To provide digital marketing solutions to the businesses within B2C, B2B and Ecommerce sector in India, UK and US.
- ✓ Communicate with new prospects or leads and discuss their business objectives, plans of growth and opportunities in digital market especially in paid ads with Google, Microsoft and Facebook.
- ✓ Prepare proposals and audits as per customer's business model and present a data driven plan, to showcase the opportunities to grow their business online.
- ✓ Achieve an average monthly target of USD 3000 and above.
- ✓ Primarily pitching paid ads management on **Google, Facebook and Bing/Microsoft.**
- ✓ Selling Ads based on CPA, CPI, CPL, CPM and ROAS model.
- ✓ Strategize the monthly, quarterly and annual budget plan for the search, display, performance branding and shopping campaigns as per client requirement.
- ✓ Discuss their quarterly business objectives, KPI's and targets they need to achieve.
- ✓ Manage timely business reporting and follow ups to ensure their queries are addressed timely and we are able to provide excellent customer experience.
- ✓ Up sell multiple digital services as per client and their business requirement.

**Cognizant Technologies Solutions India Pvt. Ltd. (Google Onsite Project): March 2016 –April 2017**

**Location: Gurgaon, India**

**Role: Sr. Process Executive and worked for Google Ads Optimizations Projects.**

**Job Responsibilities:**

- ✓ Worked for Google Ads project for Large Sales Clients majorly B2B and B2C targeting clients as an account optimization expert.
- ✓ Analyze the business requirements of the client and prepare the media plan and marketing strategy.
- ✓ Discuss the media plan with Google account managers to gauge the aim of the marketing strategy and suggest a better possible way to engage their audiences to draw improved and successful results.
- ✓ Implement strategies on different network (Display, Search, and YouTube) to target their preferred audiences.
- ✓ Experience on Search, Display, Remarketing, Video, Smart and App based campaigns.
- ✓ Provided end to end resolution to the clients and make sure to increase effective conversions and enhance their customer experience.
- ✓ Experienced on account editing tools like Google Ads Editor, Google Ads UI and internal automation scripts for the faster and effective execution of the implementation.

**American Express India Pvt. Ltd.: January 2014 – August 2014**

**Location: Gurgaon, India**

**Role: Sr. Customer Care Professional.**

**Job Responsibilities:**

- ✓ To address and resolve the queries of existing credit card members in regards of their bills and statement.
- ✓ Providing latest updates about the product and the ongoing offers.
- ✓ Helped customers in understanding the bill cycle, statement breakups and the charges levied on the transactions.
- ✓ Ensure to provide excellent customer experience to ensure the credibility of the brand remains

**W.M Solutions: January 2011 – November 2013**

**Location: New Delhi, India**

**Role: Sr. Technical Sales Executive.**

**Job Responsibilities:**

- ✓ A B2C based process where I have to pitch and sell antivirus and Software related subscription to US based customers over the call.
- ✓ Used to troubleshoot and resolve concerns related to their personal computers and related accessories like scanner, printer or any software based issues.
- ✓ Generate the sales invoice and subscription packages and then troubleshoot their system over the remote session over the call.
- ✓ Take the follow-ups in case the issue still persists and take complete ownership of the services.

## Academia

2010 : B.Tech (Petrochemical) from Dr. Babasaheb Ambedkar Technological University, Lonere, Raigad, Maharashtra, India.  
2006 : XII from Kendriya Vidyalaya Jammu, J&K (CBSE).  
2004 : X from Kendriya Vidyalaya Jammu, J&K (CBSE).

## Advertising Skills

- ✓ Proposal Creation & Presentation, Ad Sale Digital Sales, Accounts Audit.
- ✓ Google Ad Words Editor, Bing Editor, Facebook Manager, LinkedIn Ads,
- ✓ Google Analytics, Google Tag Manager, Click Fraud Protection
- ✓ Lead Generation B2C & B2B campaigns, Ecommerce or Shopping Campaigns, Display Campaigns
- ✓ Bid management, Audience Targeting Segmentation, Ad Copy Creation
- ✓ Google Spreadsheets, Slides, Docs, Calendar, G Drive, MS Excel

## Competencies

- ✓ Fast Learner, adapt well to changes and pressures at workplace.
- ✓ Works efficiently with diverse groups of people.
- ✓ Approachable attitude.

## Personal Dossier

Date of Birth : 3<sup>rd</sup> April, 1989  
Present Address : Prateek Laurel Sector 120 Noida  
Languages Fluency : English & Hindi  
Marital Status : Married  
LinkedIn Profile : [linkedin.com/in/mohit-raina-a5114319/](https://www.linkedin.com/in/mohit-raina-a5114319/)  
Passport : Valid till July 2022

## Professional References

- ✓ Jai Khan : Sales Director Digital Marketing , Push Group UK  
LinkedIn: <https://www.linkedin.com/in/jai-khan/>
- ✓ Flora Rowe : Strategic Project Manager at Push Group UK  
LinkedIn: <https://www.linkedin.com/in/flora-rowe-514b0912b/>